GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:1880
ANSWERED ON:28.07.2016
Export of Jute
Koli Shri Bahadur Singh

Will the Minister of TEXTILES be pleased to state:

(a) whether the export of jute-made commodities in the country was continuously declining during the last three years due to which jute industry was badly affected;

(b) if so, the steps taken by the Government to assess the decline and the outcome thereof;

(c) whether the Government has formulated any scheme to promote jute industry; and

(d) if so, the details thereof?

Answer

MINISTER OF STATE FOR TEXTILES
(SHRI AJAY TAMTA)

(a) & (b): The year-wise exports of jute goods and foreign exchange earned during the last three years are presented below:-

Particulars 2013-14
2014-15 2015-16
Exports of raw jute & jute goods (Value: Rs. Million)
24284.42 22418.40 38012.97
Exports of jute goods (Value: US$ Million)
402 367 581

The following export promotion initiatives are implemented through the National Jute Board (NJB):-

(i) Support is given to Registered exporters facilitating participation in export promotion events.
(ii) Participation in product-specific fairs and participation of jute product exporters is organised.
(iii) Research Studies are conducted to identify new and potential markets.
(iv) Industry led market exploratory missions / delegations are undertaken.

Besides, there are Market Development Assistance (MDA) / Market Access Initiative (MAI)/ Merchandise Exports from India Scheme (MEIS)/ Market Linked Focus Product Scheme (MLFPS)/ Duty Drawback Schemes of Ministry of Commerce which are also being availed by the Jute exporters.

(c) & (d): The Government has taken several initiatives for promotion of the jute industry. These include:

(i) The Jute Packaging Material (Compulsory Use in Packaging Commodities) Act, 1987 (JPM Act) has been enacted in the interests of production of raw jute and jute packaging material, and of persons engaged in the production thereof. Accordingly, as per the Schedule of Notification No. S.O. 126(E) dated 14.1.2016 issued under the JPM Act, stipulates the minimum percentages of total production of commodity or class of commodities that are required to be packed in jute packaging material manufactured in India and raw jute produced in India. The same has since been extended for 3 months till 30th September, 2016 vide Notification No. 2224(E) dated 28.6.2016.

(ii) A pilot project Jute-ICARE (Jute Improved Cultivation and Advanced Retting Exercise) has been launched in January, 2015, in selected Blocks of West Bengal and Assam where jute cultivation is popular to improve income of farmers through both increase in yield and improvement in quality of fibres. The project is being implemented by NJB in association with Jute Corporation of India Ltd. (JCI) and Central Research Institute for Jute & Allied Fibres, (CRIJAF), and Ministry of Agriculture.

(iii) A Jute Design Cell for development of Jute Shopping Bags and Lifestyle Accessories has been set up at the Innovative Centre for Natural Fibres (ICNF) of National Institute of Design (NID), Ahmedabad.

(iv) A scheme for setting up of Common Facility Centres (CFCs) has been launched in September, 2015 for providing support to Women Self Help Groups (WSHGs) on training, infrastructure/ machinery and marketing to artisans in development of Jute Diversified Products in 7 WSHG clusters; 5 in West Bengal and 1 each in Assam and Bihar.

(v) National Jute Board (NJB) is implementing an 'Incentive Scheme for Acquisition of Plant and Machinery' (ISAPM) which was started in 2013-14. The objective of this scheme is to facilitate modernisation in existing and new jute mills and upgradation of

technologies in existing jute mills. The scheme also envisages providing assistance to a large number of entrepreneurs for manufacturing of value added biodegradable jute diversified products as well as modernisation and upgradation of technology. The incentive is provided at 20% of the cost of machinery acquired by Jute Mills and units in the decentralised sector. The overall ceiling for each unit is Rs.2.50 crores in 4 years.

(vi) Assistance is provided to jute mills for establishing sanitation facilities under Workers' Welfare Scheme to provide hygienic sanitation facilities for mill workers.

(vii) A scholarship scheme for educational support is implemented by NJB, to motivate the family for acquiring higher education by their children.

(viii) For Promotion of use of Jute Geo-textiles (JGT) in Civil Engineering applications like slope stabilization management, rural roads construction, river bank protection, etc. support is provided under the Scheme for Geotextiles in North Eastern Region.

(ix) NJB implements Retail Outlet scheme which supports supply chain and bulk supply of JDPs for selective and mass consumption. The scheme aims at providing assistance to jute entrepreneurs for opening of outlets of jute lifestyle jute products in Metro Cities, State capitals, District HQs and Tourist spots. The support is limited to 50% of initial decoration, monthly running expenditure for a period of three years

(x) National Jute Board had taken several research initiatives during the Jute Technology Mission [2007-13]. Techno Economic Feasibility Study was conducted to enable the commercialization of successful R&D efforts. These studies were conducted by commercial agencies of repute and the completed reports are being passed on to the interested entrepreneurs.

(xi) Jute Raw Material Bank (JRMB) scheme -The scheme has been designed to make jute raw material available to the small and tiny artisans / entrepreneurs locally at mill gate price, suiting to the present requirement and sustainability of the decentralized JDP sector in the country.

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